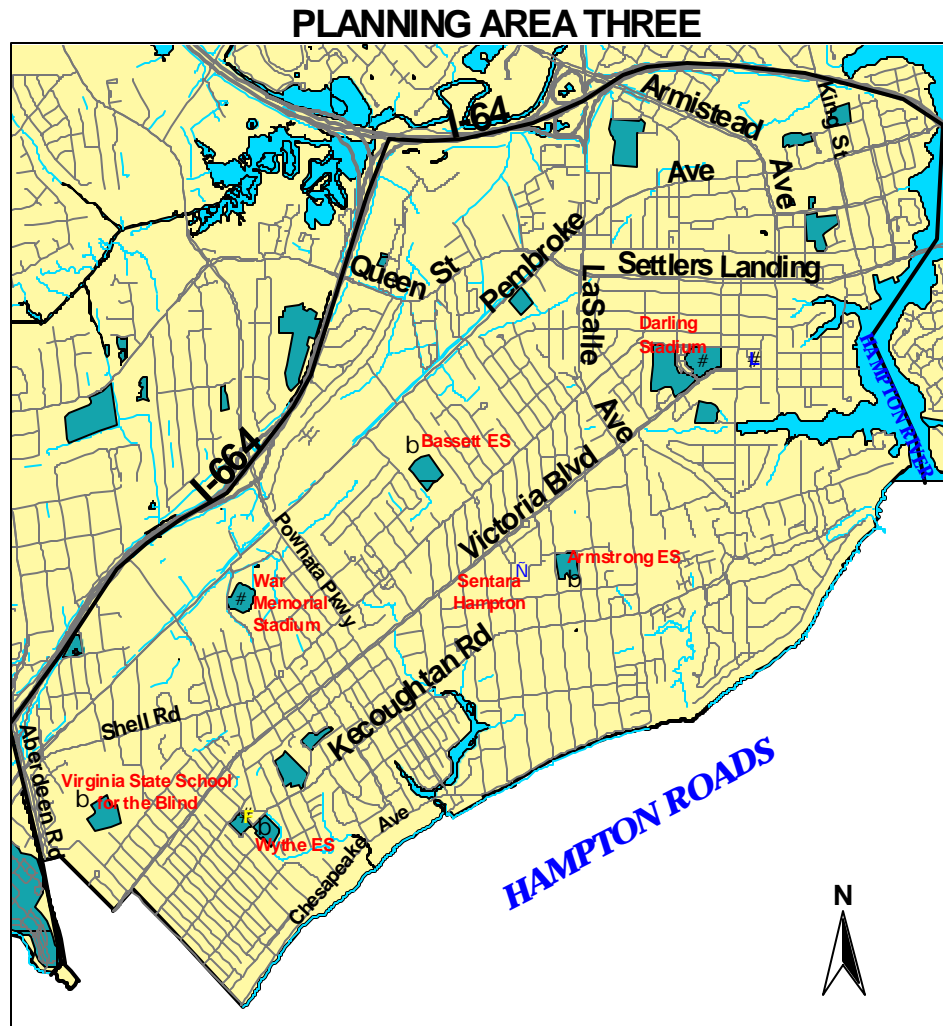


PLANNING AREA THREE

Planning Area Three is bounded by Interstates 64 and 664 to the north, Hampton Roads to the south, the Hampton River to the east, and Newport News to the west. It encompasses historical downtown.



Land Use

- Adopt and implement land use recommendations contained in the Downtown Hampton Plan to guide this area as a designated mixed use “urban center.”
- Adopt and implement land use recommendations contained in the West Pembroke Avenue Corridor Plan to encourage this area’s development as a center for transportation/distribution and small industrial uses.

- Discourage any further commercialization of the Kecoughtan and Shell Road corridors. These should be guided toward a more residential character with selected commercial nodes.
- Pursue land use policies which support preservation of the abundant stable neighborhoods in this area.
- **Undertake the necessary comprehensive rezonings which support the adopted North Armistead Avenue/North Back River Road Land Use Plan. (10/8/97)**
- **Undertake a community based planning process to address the other identified issues important to the stakeholders within the North Armistead Avenue/North Back River Road area. (10/8/97)**

Transportation

FC - Functional Classification: **CT** - Current Road Type

Art - arterial

Col - collector

Exp - expressway

loc - local

TF - Time Frame for Improvement

S - short

I - intermediate

L - long

PT - Proposed Road Type:

2U - 2 lanes, undivided

4U - 4 lanes, undivided

5U - 5 lanes, undivided

2D - 2 lanes, divided

4D - 4 lanes, divided

5D - 5 lanes, divided

6D - 6 lanes, divided

8D - 8 lanes, divided

STREET	FROM	TO	FC	CT	PT	TF
Aberdeen Rd 4D L	Pembroke Ave	Victoria Blvd			Art	2U
Interstate 64 L	Bridge Tunnel	NN City Line	Exp	4D/6D		8D
King Street I	Pembroke Ave	Mercury Blvd	Art	2U/4U		4U
King Street I	Interstate 64 partial interchange					
Pembroke Ave I	River Street	Old Buckroe Rd	Art	2U/4U		4U

Queen Street L	Queen Street	Freeman Drive	Art	4D
Coliseum Drive Connector				
Weaver Road L	Queen Street	Queen Street - Magruder Connector	Art	4U

Community Facilities

- Fully utilize all school grounds and buildings as neighborhood or community parks and recreation centers.
- Acquire the American Legion property on Victoria Boulevard for additional open space.
- Complete acquisition and development of the Downtown waterfront park to complete the waterfront walkway already established. (Complete)
- Maintain Chesapeake Avenue as a linear scenic area. (Complete)
- Increase pleasure boat docking facilities on the Hampton River and develop another public boat ramp. (Complete)
- Evaluate the operation of the Hart/McAllister Recreation Center. (Complete)
- Encourage the development of a cultural district, with cooperative galleries and support services, along Settler's Landing Road and Armistead Avenue, between the Museum and the Library.
- Construct a performing arts center on the Macy Carmel site.
- Expand the Charles Taylor building as the working center for the arts in Hampton. (Complete)
- Include Powhatan Parkway, Victoria Boulevard, Kecoughtan Road and Settler's Landing Road in the City's parkway system.
- Relocate the Wythe Fire Station further east in the Victoria/Kecoughtan corridor.
- Move all Fire Division classroom training to Y. H. Thomas School.
- Complete construction of the outdoor firing range. (Complete)
- Continue police foot patrols in Old Hampton. (Complete)
- Provide bike lanes along sections of Pembroke Avenue, Victoria Boulevard, Chesapeake Avenue, Powhatan Parkway, LaSalle Avenue, Bridge Street, Settlers Landing Road and King Street.
- **Efforts should begin to develop the program and implementation of a broad based community "family life center" at the current site of the YMCA/Social Services site. (10/8/97)**

Housing

- Programs to monitor housing conditions and to ensure that housing does not deteriorate to substandard conditions should be developed.
- In cooperation with owners of the various apartment projects, work to ensure that these developments do not decline. If redevelopment is ultimately necessary, work with the owners to find suitable replacement housing for tenants and to ensure that the redevelopment results in greatly improved developments.
- It is not the City's policy to force residents of areas undergoing transition to more intense uses to leave their homes. To the extent possible, in those cases where conversion which is appropriate occurs, ensure that residents remaining are protected from deleterious effects of more intense users. Encourage the conversion of these residential enclaves which are better suited to other uses by providing replacement housing and/or purchase of properties.
- Monitor possible conversion of low-income rental housing to other uses in the area. Working with private owners, attempt to retain the existing assisted housing; when not possible, work to find suitable replacement housing.
- Through higher standards in development ordinances and, where possible, design review, ensure that infill housing or redevelopment is done in a manner which will permanently improve neighborhoods. Strongly discourage inappropriate development.
- Conduct a corridor study for Kecoughtan Road. The aging commercial and multi-family buildings on the corridor are underutilized and, in many cases, are having deleterious effects on the neighborhoods behind them. The study should provide guidance for appropriate redevelopment of the corridor.
- Local preservation districts should be established for Victoria Boulevard, Pasture Point and Wythe. Owner support is necessary and should be encouraged based on the need to provide a higher level of design review to protect neighborhood character.
- Redefine the Wythe target area boundaries based on current income data.
- Establish conservation areas with high rehabilitation standards and financial incentives for the older section of Wythe, the Newport News Avenue/Chapel Street/Lee Street area and Pasture Point.
- Upgrade the infrastructure and community facilities in all the older neighborhoods in Area Three to ensure their continued desirability as residential areas.

- **Housing redevelopment and preservation programs should be developed and implemented in those areas designated low density residential land uses in the North Armistead Avenue/North Back River Road Plan. (10/8/97)**

Environment

- Establish a regular, ongoing, adequately funded program of sewer modernization in conjunction with the Hampton Roads Sanitation District Commission.
- Require all redevelopment in the Area to reduce pollutant loadings as required by the Chesapeake Bay Act Regulations, by on-site or drainage basin improvements.
- Use stormwater management practices in the storm drainage system to improve water quality.
- Protect the few remaining areas of wetlands from development.
- Develop programs for water-dependent industrial areas and for recreational boating. Protect them from encroachment by incompatible uses or uses which will have the economic effect of driving these uses out of the city.

Urban Design

- Visually control edge treatments of the city's waterways.
 - Maintain views and access points to Downtown's water's edge. (Complete)
 - Enhance public view of Hampton Roads from Chesapeake Avenue by improving the public parking areas. (Complete)
- Enhance pedestrian access to the downtown waterfront.
 - Combine an historic walking tour with the waterfront walkway through similar treatments of pavement and street furniture.
- Establish an Interstate 64 visual overlay district.
- Improve City images with visual improvements at entrances.
 - Continue landscape treatments for all Interstate 64 and 664 entries.
 - Design sculptural/landscape treatments identifying the Pembroke Industrial Section.
 - Improve Kecoughtan Road entrances with landscape treatment.
- Protect older neighborhoods.
 - Obtain preservation district designation for Chesapeake Avenue, Wythe, Settlers Landing Road and Pasture Point.

- Program replacement of deteriorated sidewalks with special paving treatments.
- Phase design treatments and activities to promote the Cultural/Arts District as redevelopment occurs.
 - Repave entire street and sidewalk sections with distinct pavement.
 - Install period lighting designed with arms to hold colorful informational banners.
 - Group benches and trash receptacles for small gathering places.
 - Promote activities in the district such as children's theater, art classes, a Christmas lighting, antique car shows, concerts, arts and antique shows, etc.
 - Promote public art.
- Develop a parkway system.
 - Develop Settlers Landing Road and Powhatan Parkway as urban parkways.
 - Develop Victoria Boulevard and Kecoughtan Road as residential parkways.
- Develop an area plan for King Street. (Complete)
- Promote positive views from the interstates.
 - Screen unattractive views from Interstate 664 into the Pembroke Industrial District.
 - Provide visual controls for Interstate 64 views into Downtown.
- Implement the urban design/land use objectives of the Downtown Master Plan.
 - Expand the boundaries of Old Hampton to include areas which are impacted by Downtown Hampton development or which present a logical extension of the Downtown area (Victoria Boulevard Historic District, Pasture Point, Old Westhampton).
 - Maximize vehicular and pedestrian circulation and access.
 - Control scale to protect waterfront views and historical vistas, and to limit large scale/intensity uses to major activity nodes and landmark status uses.
 - Improve the visual and functional image of Downtown Hampton.
 - Increase the amount and distribution of open space as relief from development and nodes for urban activity, with emphasis on public access to the waterfront.
- Promote a downtown theme of history, with an emphasis on service.
 - Public review of downtown's architecture should involve attention to first floor uses interacting with the street level activities.
 - Promote active participation by the residential, business, government and seafood interests.
 - Provide directories and other informational services to orient visitors.

- Develop methods of educating Downtown merchants, employees, and residents to be able to answer questions and guide people to points of interest Downtown.
- Provide safe pedestrian paths.
 - If Kingsway and Queensway are opened to automobiles, design lighting, landscaping and curbing to make the pedestrian dominant.
 - Improve visibility of Queensway from Wine and Franklin Streets.
- Promote public views of the water
 - Design a walkway linking the historic locations with the waterfront.
 - Design visual controls to maintain water views from Interstate 64 and Settlers Landing Road.
 - Promote the waterfront parks as gathering places.
- Design Settlers Landing Road to promote downtown parks and districts connecting visitors from Interstate 64.
 - Design lighting leading visitors to the Waterfront Park. (Complete)
 - Implement a wayfinding program emphasizing Settlers Landing Road.
 - Improve the physical appearance of the Pembroke Avenue right-of-way.
 - Continue landscape treatments which help define the road edge and frame the linear vista.
 - Continue landscape treatments which help screen visually offensive uses.
 - Continue to maintain an attractive and functional road surface.
 - Pursue programs to place utility lines underground.
 - Prepare and implement comprehensive programs to improve the visual clutter created by public signage, street lights and traffic signals.
- Improve the visual impact of the major entry points to the district.
 - Expand landscaping treatments at Powhatan Parkway and Aberdeen Road.
 - Design and implement an entry treatment at Queen Street.
- Eliminate or minimize the visual intrusion of radio towers, billboards and storage yards.
- Provide incentives to encourage physical improvements to buildings and grounds.
 - Tie loan programs to the completion of facade and/or site improvements.
 - Provide design assistance.
- Establish effective edge treatments along the boundary between commercial and industrial uses and abutting residential uses on the south side of West Pembroke.

- Implement area-wide rezonings to reflect the area's commercial/mixed-use future; eliminating most single-family zoning.
- Adopt a mixed-use/retail zoning district to enhance Mercury Central's role in the region.
- Prepare a land use study for the area south of Pine Chapel Road (Mercury Central South) in anticipation of the changes to occur once the Interstate 664 extension is implemented.
- Acquire "urban park" sited in Mercury Central North and Mercury Central South.
- **Streetscaping and aesthetic improvements should be implemented for all major thoroughfares within the North Armistead Avenue/North Back River Road Plan areas. (10/8/97)**